



GENERAL MEDIA KIT (2017 Edition)

Street Hype Newspaper

329 Miller Place, Mount Vernon, NY 10550

advertising@streethypenewspaper.com or editor@streethypenewspaper.com

www.streethypenewspaper.com • Tel: 914-663-4972-3 • Fax: 646-807-3142

•Published by: **JAMVISTA INC.**

From The Publisher

On April 1, 2006, the first issue of Street Hype, the community lifestyle newspaper that aims to entertain and educate hits the streets of New York. We are about disseminating information that highlights the challenges, opportunities and successes of people.

Less than a decade, Street Hype is now the newspaper of choice for most African American Caribbean nationals—not surprising after being honored by the communities for outstanding journalism and unsurpassed coverage of national and most importantly, local news stories.

With an extensive circulation among the African American/Caribbean nationals, Street Hype has been providing advertisers with the opportunity to efficiently and effectively reach their highly target audience.

Let us partner with you to help build a marketing strategy that succeeds. We'll work with you to develop an advertising plan to maximize your presence in this consumer-driven market.

It doesn't matter if you're advertising locally, regionally or across the entire market – we can customize packages and create solutions to best suit your budget and marketing goals.

Your message is getting to the people that count—people that can afford your goods and services.

We are confident that advertising with Street Hype is a proven strategy for reaching influential and affluent consumers in New York City and the neighboring communities.



Patrick Maitland
Publisher & Editor-in-Chief



ABOUT US

On April 1, 2006, the first issue of Street Hype, a community lifestyle newspaper that aims to entertain and educate hits the street of New York. We are about disseminating information that highlights the challenges, opportunities and successes of people. As a policy, we will not be bias to any political or religious organizations. We will however, serve as a reliable medium for the expression of all views and opinions as permitted under the US constitution.

READERSHIP AND CIRCULATION

Street Hype is known as the people's paper-always reflecting the news and views of the community.

- Readership – Average 350,000 per issue;
- Age- 20-60 years • Caribbean Nationals; African Americans
- New York—Bronx; Brooklyn; Queens; Mount Vernon; Manhattan; Staten Island; Westchester; White Plains and New Rochelle.

CONTENTS

News; Opinions; Entertainment; Health Care; Legal Matters; Natural Living; Food and Nutrition; Computer Technology; Career Opportunities; Sports; Community Events; Educational Opportunities and Money Issues.

ADVERTISING BENEFITS

Now is the time to partner with us to give your advertisements that extra advantage:

- Increased coverage in the New York market.
- Unique advertising positions in a compelling advertising environment.
- A newspaper that provides an alternative to radio, magazine and outdoor advertising.
- Multimedia portfolio that fulfills your newspaper, online and magazine needs.

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OUR MISSION

Street Hype entertains, educates, promotes, informs as well as highlights the news, views and activities of ordinary people, primarily in New York.

DEMOGRAPHICS

Reach a quality and targeted audience

Readership

Street Hype is the trusted source of news and information for over 350,000 readers. Audience of mainly African Americans and Caribbean nationals who are affluent, well-educated and business professionals - a high value target to advertisers.

- Estimated Readership: 350,000
- Race/Nationality: African American; Caribbean/Jamaican
- Male: 45%
- Female ratio: 55%
- Ages 20-30 21%
- Married: 56.0%
- Ages 31-55 39%
- Median Age: 39
- College Educated (I+yrs): 50%
- Employed: 69.6%
- Median HHI: \$50,023
- Median Home Value: \$255,415

-Jamvista Research



DISTRIBUTION

*Street Hype is distributed biweekly on Thursdays;
twice per month in high traffic retail locations.*

Print Edition

Street Hype is distributed free-of-cost to a network of over 2,000 state-wide outlets including: Banks; Post Offices; Libraries; Hospitals; Churches; Apartment Buildings; Schools; Newspaper stands, Business places in the following areas:

BRONX -Baychester, Co-op City, Morris Park, Parkchester, Tremont, Soundview, Kingsbridge, Norwood, Wakefield

BROOKLYN -Canarsie, Flatbush, Flatlands, Brownsville, Bed Stuyvesant, East New York, East Flatbush, Prospect Park, Park Slope

QUEENS -Jamaica, Hollis St Albans, Rochdale, Laurelton, Springfield Gardens, Rosedale, Cambria Heights, Queens Village, Richmond Hill

MANHATTAN - (Harlem)

LONG ISLAND - (Nassau and Suffolk)

WESTCHESTER COUNTY -
Mount Vernon; White Plains; Spring Valley & New Rochelle.

Limited distributions in STATEN ISLAND; CONNECTICUT AND NEW JERSEY



Special Distribution

Additional copies are printed for special distribution to several public events including Penn Relays, West Indian/American Day Carnival Parade, Grace Family Funday and Grovin In the Park.

Online Edition

The print edition is also available online at streethypenewspaper.com.

Subscription

Don't miss a copy of Street Hype. Get on our subscription list. Pay only for postage.



MECHANICAL REQUIREMENTS

Printing Format

Printing: Web offset four-color process
 Print sequence: Cyan, Magenta, Yellow, Black
 Dot shape: Square/Euclidian
 Screen Ruling: 100 LPI
 Image Resolution: 200 DPI
 Screen Angles: C=75, M=15, Y=90, K=45
 Ads should not be submitted in RGB.

Formats Accepted-

Four-color or black and white creatives submitted electronically must be industry standard Adobe Acrobat PDF files.

FONTS

- Since we accept only PDF files for artwork, font files are not required. We cannot make font corrections or any type of modifications to a PDF.

RESOLUTION AND LINE SCREEN

- All documents are 85 Lpi
- Tiff and Eps images: 300 dpi
- Bitmaps: 400 dpi

Advert Sizes -Display

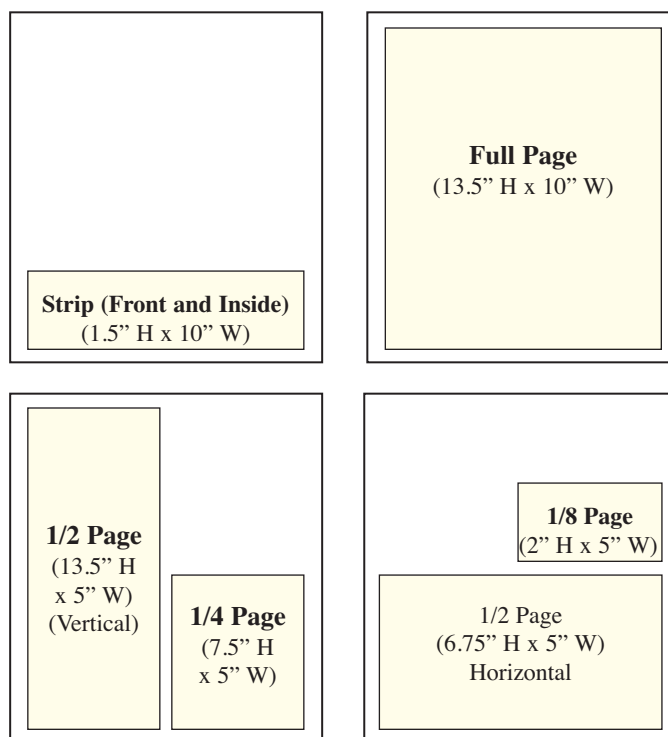
Full Page - 13.5" H x 10" W
 1/2 Page H - 6.75" H x 10" W
 1/2 Page V - 13.5" H x 5" W
 3/4 Page - 13.5" H x 7.3" W
 1/4 Page - 7.5" H x 5" W
 1/8 page - 2" H x 5" W
 Strip (Front and Inside) (1.5" H x 10" W)

Classified Adert

Package 1 -(2" x 2")
 Package 2 -(2" x 4")
 Package 3 -(2.3" x 4")



Sample - Advert Sizes -Display





Corporate & Retail Advertising Opportunities

| Ad unit | 1x | 6x | 12x | 24x |
|--------------------|-------|-------|-------|-------|
| Full Page | 2,900 | 2,600 | 2,400 | 2,100 |
| Half Page | 1,600 | 1,400 | 1,300 | 1,200 |
| Quarter Page | 900 | 810 | 650 | 550 |
| Eight Page | 400 | 350 | 300 | 250 |
| Front/Inside Strip | 1,200 | 900 | 800 | 700 |

Black & White Rates • Add 25% for color • Add 30% for premium position

• Modular size rates only-ask sales rep for other rates

We work with companies/organizations to develop an advertising package to meet your budget.

**All rates are net which are commissionable (15%) to recognized advertising agencies.*

Small Business and Non-Profit Rates

Call our advertising directors for Special Discounted rates

914-663-4973 or advertising@streethypenewspaper.com

Insert Advertising

Street Hype offers a very effective inserts selection to advertisers.

Minimum inserts quantity: 5,000; 2-12 pages; Max size: 10" x 12"

Costing = \$35 per 1,000 copies

Stand Out From the Crowd

Premier Ad and preferred Positions -- add 20%

Fixed ad placement positioned in key areas of Street Hype sections:

- Front Page Strip Ad
- Inside Front Cover
- Premium Editorial: Page 5
- Opinion Page
- Sports Page
- Legal and Law Page
- Food and Nutrition Page
- Business Opportunity Page
- Cover Wraps- Allows you to wrap the newspaper with your ad.

Your message is prominently and exclusively displayed on both the front and back covers, as well as both inside cover pages.



Special Feature & Content Plans for 2017

Book your spots today

Discounted Rates
Editorial Feature
(Three or more placements)



JANUARY

- Tax Guide

FEBRUARY

- Tax Guide- Feb 1-18
- Valentine Feature - Feb 1-18
- Black History Month - Feb 1-18
- Easter Feature - Feb 19-28

MARCH

- Easter Feature - March 1-18
- Tax Guide - March 1-18
- Auto Guide - March 19-30

APRIL

- Easter Special - April 1-18
- Eye Care-April 1-18
- Penn Relays - April 19-31

MAY

- Mother's Day feature-May 1-18
- Job Guide-Get the Job-May 19-30
- Your Health -May 19-30

JUNE

- Caribbean-American Heritage June 1-18
- All about Brides - June 1-18
- Father's Day - June 1-18
- Dental Care - June 19-30

JULY

- Elder care Today-July 1-18
- College Prep Guide-July 19-31
- Focus on Education- July 19-31

AUGUST

- **Jamaica Independence**-Aug 1-18
- Back-to-School-Aug 1-18
- Breast Cancer -Aug 19-31

SEPTEMBER

- West Indian Day-Sept 1-18
- Real Estate Today-Sept 19-30
- Food-restaurant-Nov 1-18

OCTOBER

- Kid Safety-Oct 1-18
- Spotlight Baby Care-Oct 1-18
- Health- nutrition -Oct 19-31

NOVEMBER

- Financial Planning-Nov 1-18
- College Feature -Nov 1-18
- Home improvement-Oct 19-31

DECEMBER

- Holiday Features-Dec 1-18
- Elder Care Today-Dec 19-31

Traveling and Tourism

The number of American families taking road trips is on the rise, and this new section Travel & Tourism— is filled with expert tips and advice on how to make these trips more fun and rewarding for people of all ages. It's a good opportunity for airlines to target traveler.

Legal Issues

We focus on the legal issues including immigration, social security, criminal, civil and other issues. This is a great opportunity for lawyers to meet meet new clients.

Entertainment

Our eaders are very serious about entertainment and are always looking out for the next hot personalities and trending issues in the industry.

Tax Guide

Our annual Tax Guide helps readers tackle common tax issues, such as discovering deductions, preventing tax fraud, hiring a CPA, adjusting withholdings and the tax implications of the Affordable Care Act. It's a great way to provide a resource to readers and showcase advertisers, such as tax preparers and other financial professionals.

Real Estate Today

These beautifully designed feature offers buying and selling advice for today's real estate market. This feature also covers real estate basics from qualifying for a mortgage to increasing a home's curb appeal to tips for buying a vacation home.

Health & Nutrition

Year in and year out, health remains one of the most popular topics for readers and advertisers alike. Everyone wants to stay healthy, which is why we regularly release new health-related sections to satisfy your market.

Business Hype

Business Hype offers interesting nuggets about national business news that will impact communities everywhere. We highlight the opportunities and challenges of today business operations. This will give you a great chance to drive customers and ad dollars around your products and services.



CONTACT INFORMATION

Our goal is to make doing business with us easier than ever before.

For more information, please e-mail us at:
advertising@streethypenewspaper.com


















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PATRICK MAITLAND
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Some of our Advertisers

Your advertisements will be in good company

| | | | |
|---|---|--|---|
|  |  |  |  |
|  |  |  |  |
|  |  |  |  VERNON & ASSOCIATES, P.C. |
|  | Upper West Side Medical Associates INTERNAL MEDICINE PRACTICE |  CUFF Auto Sales |  |
|  | Optimum Dental Care | Florida Condos, Homes |  Patrice B. Miller Funeral Service, Inc. |

Some of our Advertisers

Your advertisements will be in good company

| | | | |
|---|--|---|--|
|  |  |  |  |
|  |  |  |  ADAM S. HANDLER, ESQ |
|  |  | <div data-bbox="903 1030 1407 1159">  "COMMUNITY LIFESTYLE NEWSPAPER" Vol 12, No. 01 www.streethypenewspaper.com • FREE COPY JAN 1-31, 2017 </div> <div data-bbox="903 1159 1407 1289"> <h3>450,954 Immigrants deported in 2016</h3> <p>WASHINGTON: In the final year of president Barack Obama administration, the U.S. Department of Homeland Security is reporting the apprehension of over 500,000 individuals nationwide in 2016, a small increase from the previous year, according to a report it released last Friday.</p> <p>The Department of Homeland Security (DHS) released its end of Fiscal Year 2016 statistics, which reflect the U.S. immigration enforcement efforts that prioritize convicted criminals and threats to public safety, border security, and national security.</p> <p>Though the number of apprehensions increased from the previous year, the report noted that they represent just a fraction of the number of apprehensions observed on average between 1980 and 2008.</p> <p>"We continued to strengthen the federal government's decades-long investment in border security," Secretary of Homeland Security Jeh Johnson said in a statement. "These investments have paid off. Apprehensions on the border in recent years, a strong indicator of total attempts to cross the border, are much lower than they used to be."</p> <p>Homeland Secretary Jeh Johnson testifies on Capitol Hill in Washington, Sept. 27, 2016, before the Senate Homeland Security and Governmental Affairs Committee hearing on on terror threats. Homeland Secretary Jeh Johnson testifies on Capitol Hill in Washington, Sept. 27, 2016, before the Senate Homeland Security and Governmental Affairs Committee hearing on on terror threats.</p> <p><i>Continued on page 4</i></p> </div> <div data-bbox="1155 1297 1407 1556">  JEH JOHNSON Secretary of Homeland Security </div> <div data-bbox="903 1591 1105 1634"> Haiti Gets New President <i>See page 6</i> </div> <div data-bbox="903 1642 1105 1785"> <ul style="list-style-type: none"> • Legal Issues - 7 • Sports - 8 • Entertainment - 9 • Beauty Care - 16 • Advice Column - 18 • Business - 21 • Street Hype Talent - 22 </div> <div data-bbox="1139 1591 1407 1785"> Mount Vernon nightclub shooter on murder charge  ERROL HILLARY, 39 on second-degree murder charges <i>see page 5</i> </div> <div data-bbox="903 1793 1559 1892"> <div data-bbox="903 1793 1229 1892"> THE #1 CARIBBEAN FRANCHISE IN THE WORLD! YOUR GOLDEN OPPORTUNITY CAN START TODAY! Call 718-OK-KRUST or Visit Our Website @ www.goldenkrustbakery.com </div> <div data-bbox="1229 1793 1559 1892">  </div> </div> | |
|  |  | <div data-bbox="1424 1039 1548 1159"> Patrice B. Miller Licensed Funeral Director Meadowrest Memorial Funeral Service, LLC From Westmeadow, Jamaica WI • Shipping Local & Overseas 347-916-1883 718-314-2019 </div> <div data-bbox="1424 1168 1548 1353"> Caribbean Flavor Rasta Pasta Curry Coconut Salmon Brown Stew Salmon Rin Down Snapper Jerk Salmon Curried Lobster Escovitch Snapper Lobster Rin Down King Crab Legs Grilled Tilapia R's Shopping Center Potham Plaza Plaza open 7 am to 10 pm 914-633-5000 </div> <div data-bbox="1424 1362 1548 1591"> Providing Quality Legal Services To The Caribbean Since 2005  ADAM S. HANDLER, ESQ. 212-223-2100 ash@gpd.com • www.gpd.com thecasehandler.com </div> <div data-bbox="1424 1599 1548 1785"> THINKING OF GOING NATURAL? NEW BEGINNING BEAUTY SALON 363 Baychester Ave. 1st floor 718-678-8118 bxtptstylist@gmail.com </div> | |
|  |  CARL GRANT Real Estate Broker | | |